FY2025 Q１ (Jan.-Mar.)

Financial Results Q１ Fiscal Year 2025

GLAD CUBE Inc.

Security code：9561

May 15, 2024

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1 | Company History

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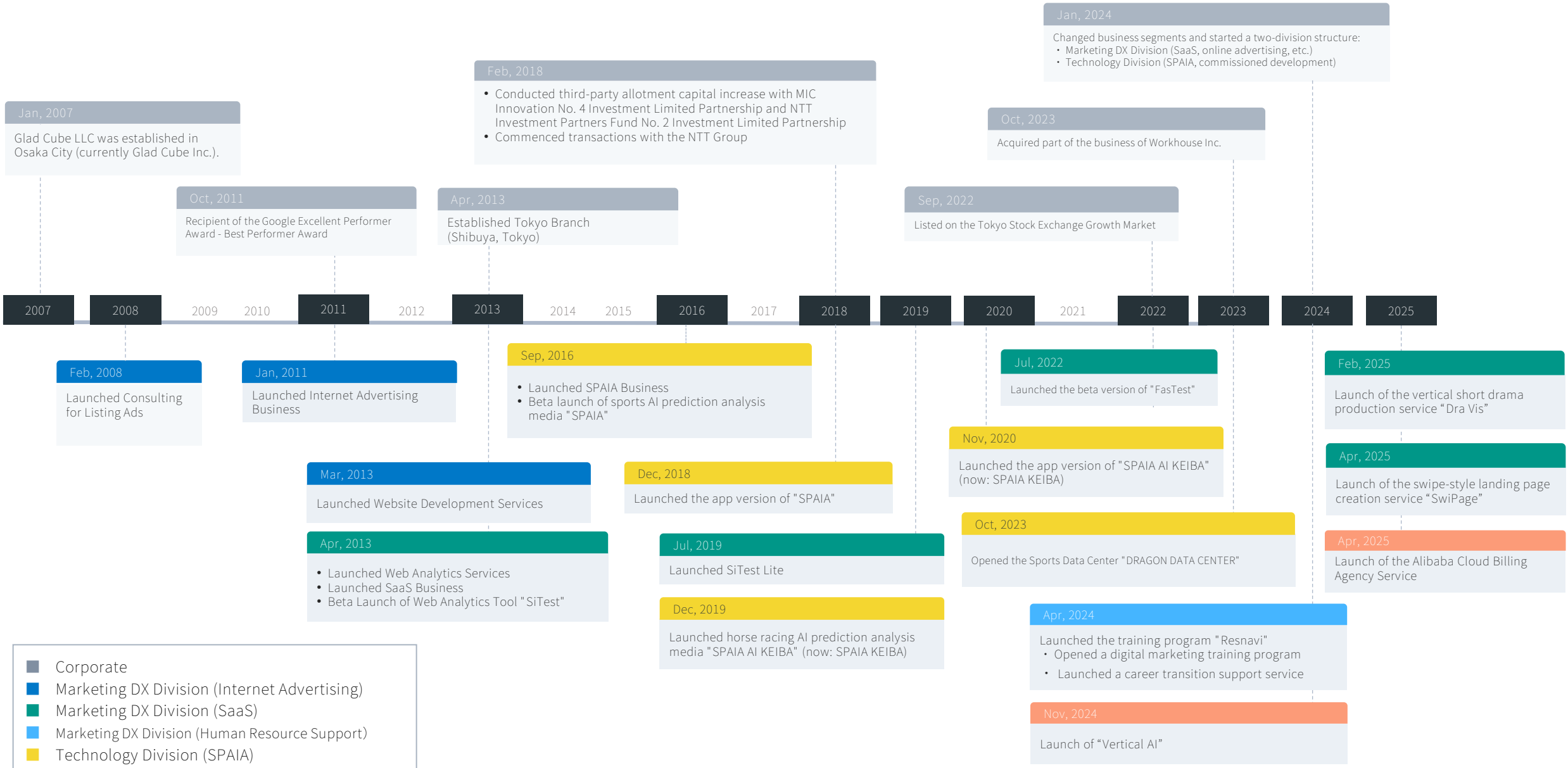
1. Company History



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2 | FY2025 Q1 Financial Highlights

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FY2025 Q 1 Result

Revenue

Same Period Last Year	FY2025 Q 1	Plan
431 Million Yen	432 Million Yen	Compared to Plan
	Rate of Change +0.2 %	+10.2%

Operating Profit

Same Period Last Year	FY2025 Q 1	Plan
-20 Million Yen	-16 Million Yen	Compared to Plan
	Rate of Change —	—

Ordinary Profit

Same Period Last Year	FY2025 Q 1	Plan
-22 Million Yen	-18 Million Yen	Compared to Plan
	Rate of Change —	—

FY2025 Q 1 Business Overview

Revenue in Q 1 of FY2025 increased by 0.2% YoY and exceeded the plan by 10.2%, with all business segments performing steadily above expectations.

Revenue ◎

- Revenue in the Marketing DX Business exceeded the plan by 11.5%, driven by strong performance in advertising project orders, tool sales, and the training service.
- Revenue in the Technology Business progressed largely in line with the plan, exceeding it by 3.2%.

Operating Profit ◎

Operating loss improved due to higher-than-expected revenue, along with cost reductions achieved through a review of personnel expenses and operational efficiency measures.

Market Environment ◎

- The core business, the internet advertising market, grew by 9.6% YoY.(*1) Globally, digital media tends to be more cost-efficient than offline media, and a similar trend is gradually taking shape in Japan.
- The domestic DX market, valued at 1.3821 trillion JPY in 2020, is projected to grow to 5.1957 trillion JPY by 2030.
- According to the 2024 edition of the White Paper on Information and Communications, Japan's AI systems market is projected to expand from 685.87 billion JPY in 2023 to 2.54336 trillion JPY by 2028.

(*1) Dentsu Inc., “Advertising Expenditures in Japan 2024”
(*2) Fuji Chimera Research Institute, “Future Outlook of the Digital Transformation Market 2022”

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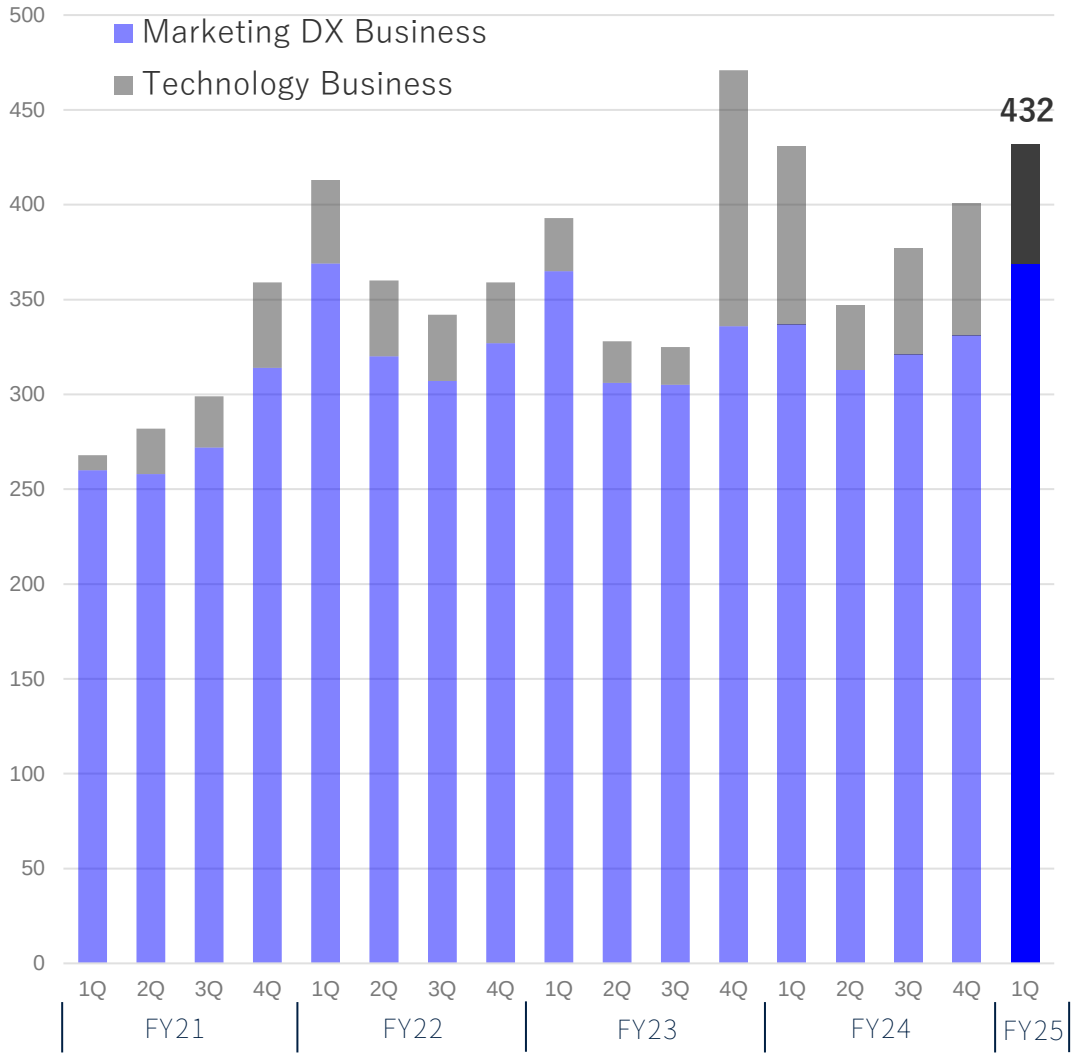
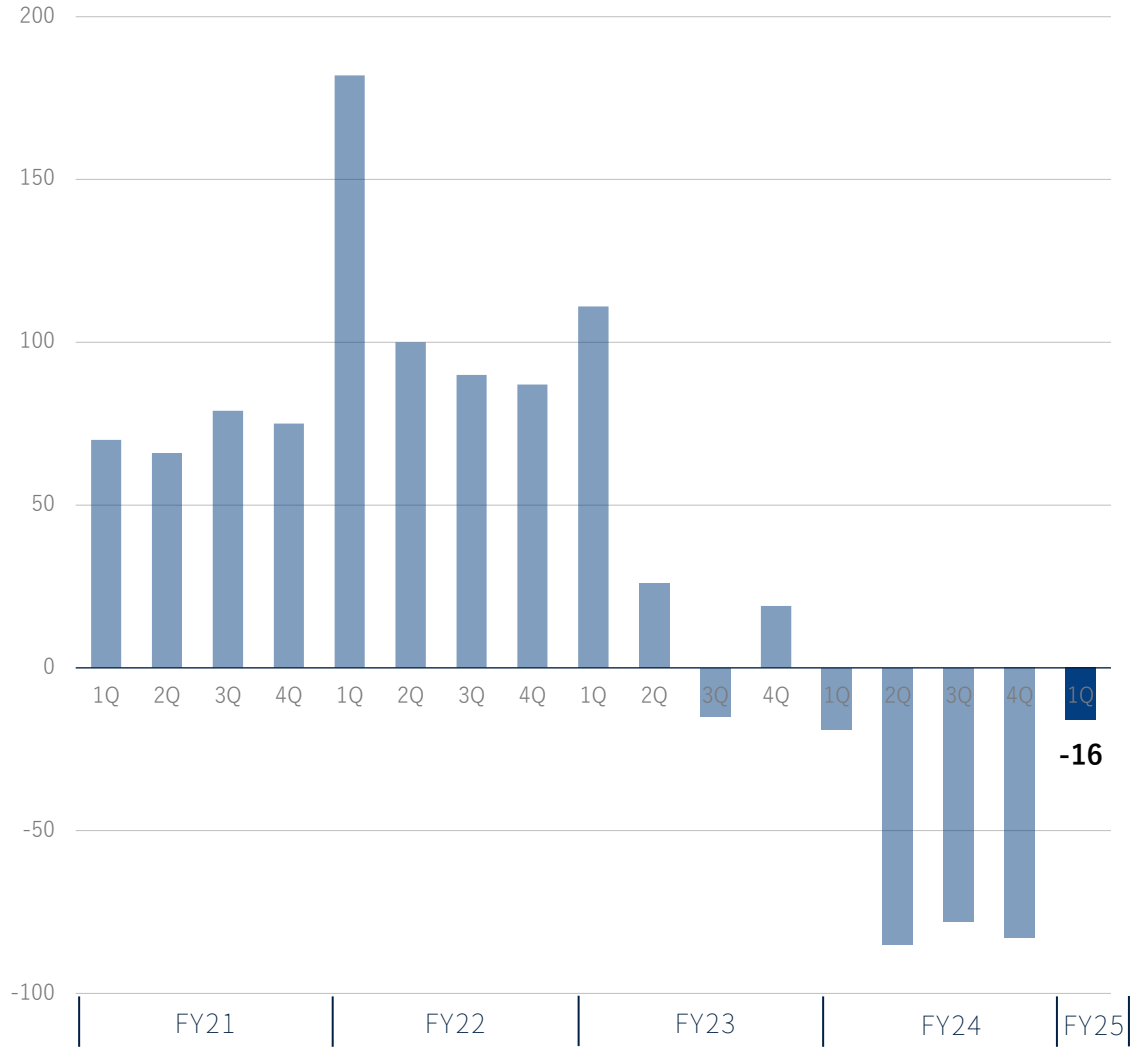
Revenue

(Unit: Million of JPY)



Operating Profit

(Unit: Million of JPY)



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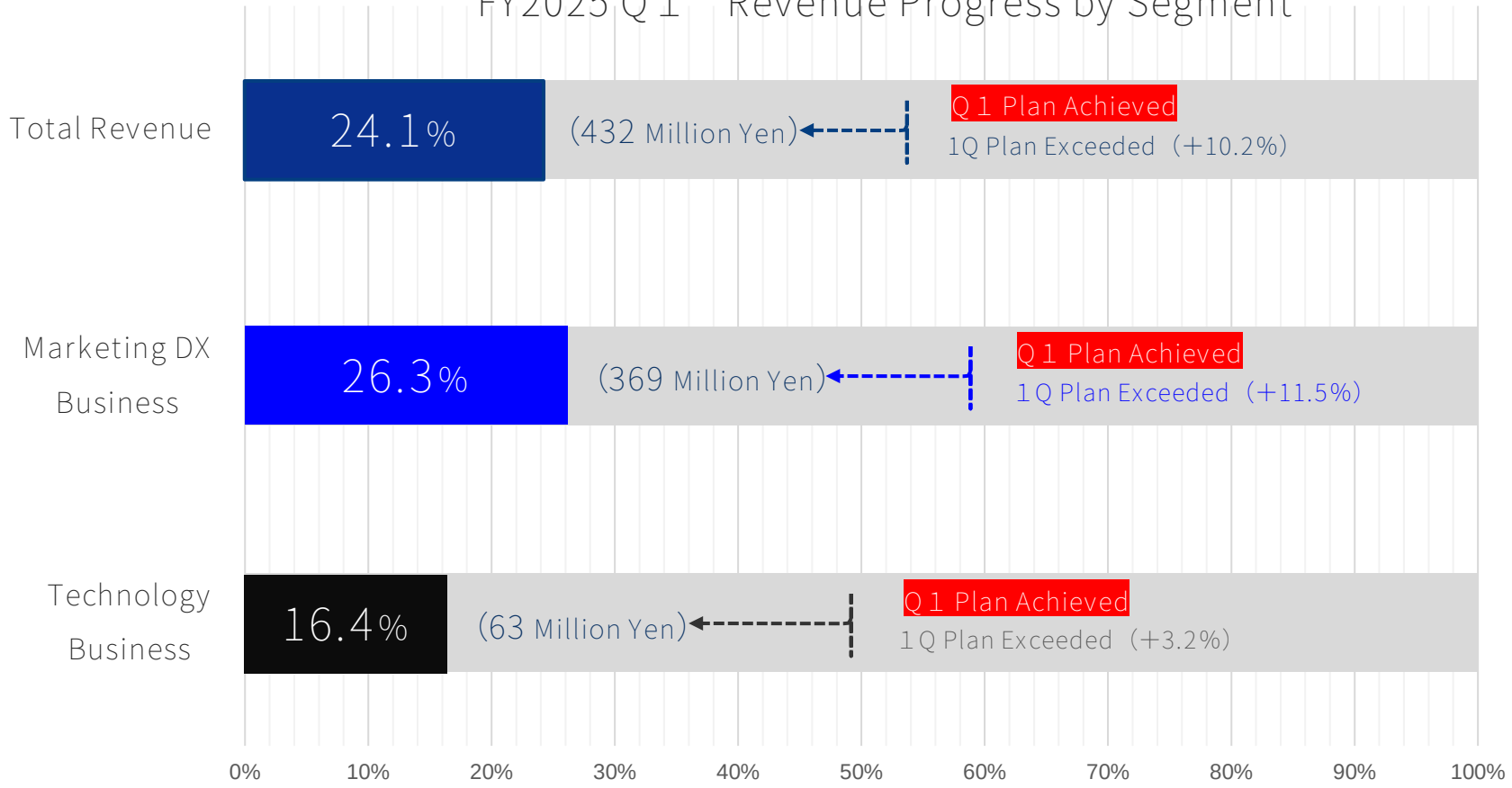
2. FY2025 Q 1 Revenue Progress by Segment

Topics	• In the Marketing DX Business, revenue exceeded the plan due to an increase in advertising projects, the acquisition of many new clients including major corporations through effective sales efforts for the SiTest tool, and strong sales performance of the new training service. • In the Technology Business, progress has been generally in line with the plan. This is due to steady advancements such as the sale of SPAIA widgets to "Sports Navi" and the launch of SPAIA KEIBA content on the same platform, as well as the ongoing development of multiple commissioned DX projects.

FY2025 Q 1 Revenue Progress by Segment



FY25 Full-Year Performance Forecast

Sales

1,791 Million Yen (+14.9%) YoY

(Breakdown)

Marketing DX Business

1,407 Million Yen

Technology Business

384 Million Yen

Operating Profit

-47 Million Yen (-267 Million Yen) Previous Year

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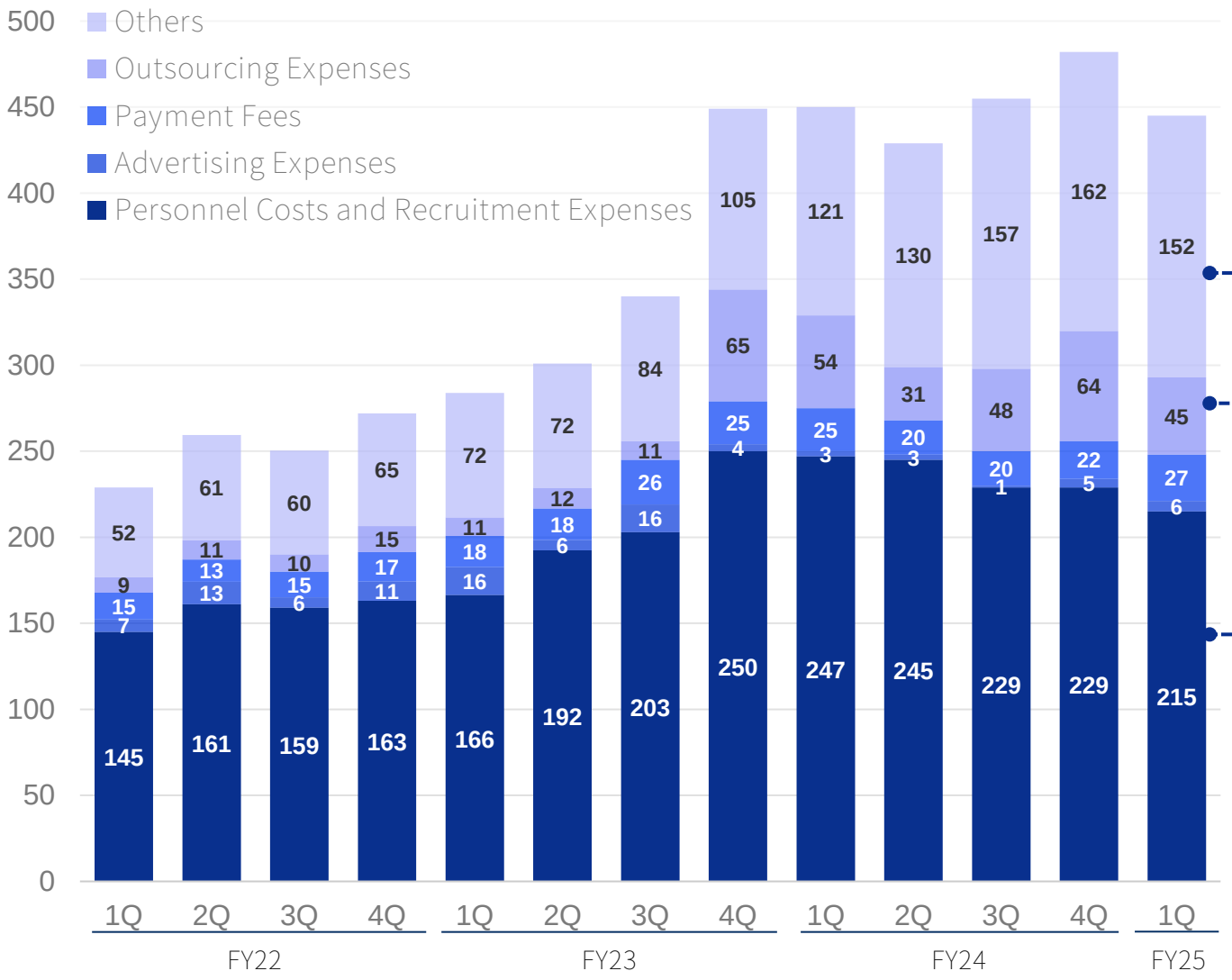
COST STRUCTURE TRENDS

(Unit: Million of JPY)



Cost Structure Highlights

The total expenses decreased by 0.7% YoY, leading to an improvement in operating loss.

Others

- An increase driven by investments in systems aimed at improving development efficiency and optimization, in order to reliably convert technological capabilities into revenue.
- Due to the impact of the weaker yen, server and related costs increased significantly (up 25.4% YoY).

Outsourcing Costs

- Although outsourcing costs to partner companies in the Marketing DX Business increased, outsourcing expenses related to DX development significantly decreased (down 15.5% YoY).

Personnel Costs and Recruitment Expenses

- Recruitment costs decreased in the Marketing DX Business (down 12.8% YoY) as part of the outsourcing of operations.

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Marketing DX Business

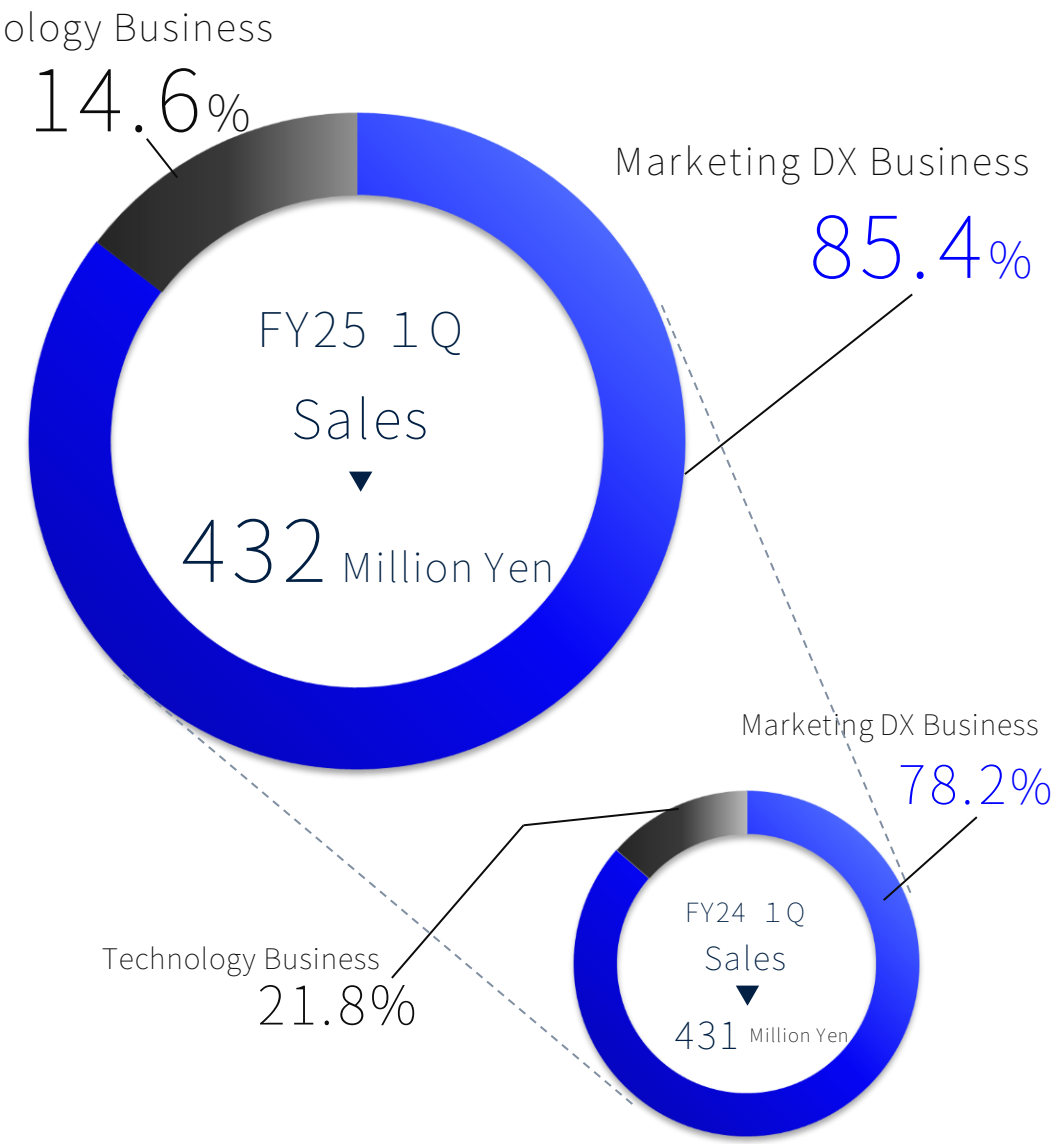
Q 1 Cumulative Sales	Plan
369 Million Yen	+11.5%

In the Marketing DX Business, revenue was driven by strong performance in Sitest sales. and the training service launched last year. Online advertising also progressed better than expected, exceeding the plan by +17.8%. As a result, overall revenue in this Business surpassed the plan by +11.5%, significantly exceeding expectations.

Technology Business

Q 1 Cumulative Sales	Plan
63 Million yen	+3.2%

Revenue in the Technology Business progressed largely in line with the plan. In particular, SPAIA performed strongly, exceeding the plan by +26.4%. DX development contributed to overall revenue through the launch of new products and services. As a result, total revenue in this Business progressed steadily, surpassing the plan by +3.2%.



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3 | Business Overview / Business Domain

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GladCube

Promotion department
Marketing DX Division

Customer Collaboration

Operational Improvement

Innovation department
Technology Division

BtoB — Digital Marketing Domain

SaaS
In-house Development of Website Analytics Tools for Problem Solving

Website Analytics and Improvement Tools

SiTest / Fastest / SiTest Lite / SwiPage

Internet Advertising
Internet Advertising Agency

Highly regarded web advertising management and traffic analysis capabilities

Lead collaboration

Creative
Creative production for videos, banners, websites, and other materials



Know-how / Customer introductions

BtoB — DX Development Domain

DX Development
Providing Innovative Solutions Using Digital Technologies

Development Related to Generative AI

Video × Generative AI

Generative AI training Service

In-House Developed Products

Vertical AI: Vertical Video AI Conversion

Alibaba Cloud

Alibaba Cloud Billing Agency Service

In-House DX Development: UI/UX (Improvement of Website UI/UX)

AI Development Collaboration

EdTech (Education × Technology) Domain

リスナビ

BtoB — Resnavi BtoB
Digital Marketing Talent Development and Support Program / Career Support (Recruitment)

BtoC — Resnavi BtoC
Individual Skill Development and Career Support Program

BtoC — Resnavi e Learning Generative AI
DX talent development program

Sports Tech Domain

BtoC / BtoB
Sports AI Prediction & Analysis Media
SPAIA

BtoC
Sports AI Prediction & Analysis Media
SPAIA競馬
SPAIA地方競馬

BtoC
Collecting and analyzing all kinds of sports data Building a system for analysis and prediction
Sports Data Center
DRAGON DATA CENTER

In-house developed AI-powered sports prediction and analysis media

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3-1 | Marketing DX Business

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SaaS Team

In-house Development of a Website Analysis Tool for Problem Solving

Website Analysis and Improvement Tool

SiTest® SiTestLite

Fastest

training Service “Resnavi”

SwiPage:
A Swipe-style Landing Page Creation Service



Revenue Model

- Direct and agency-based tool sales
- Provision of website analysis consulting
- Creative expenses for website creation, etc

Online Advertising Team

We handle a wide range of internet advertising, including listing ads, social media ads, and DSP campaign management.

Online Advertising agency business

Highly valued web advertising operational expertise and access analytics capabilities in the market

Revenue Model

- Advertising management service fees
- Tool sales in collaboration with the SaaS team

Human Resource Support Team

We operate a digital marketing school and provide career transition support for its participants.

Revenue Model

- Digital Marketing School Tuition Fees
- Placement Fees for Introducing Talent to Companies

Creative Team

We create websites, landing pages, and high-quality videos and images tailored to customer needs and aligned with their advertising campaigns.

Vertical AI:
Vertical Video AI Conversion

We support corporate marketing through the use of short drama-style video content.



Revenue Model

- Landing page, video production, and shooting expenses
- Production, support, and operation of landing pages, banners, and videos linked with advertising

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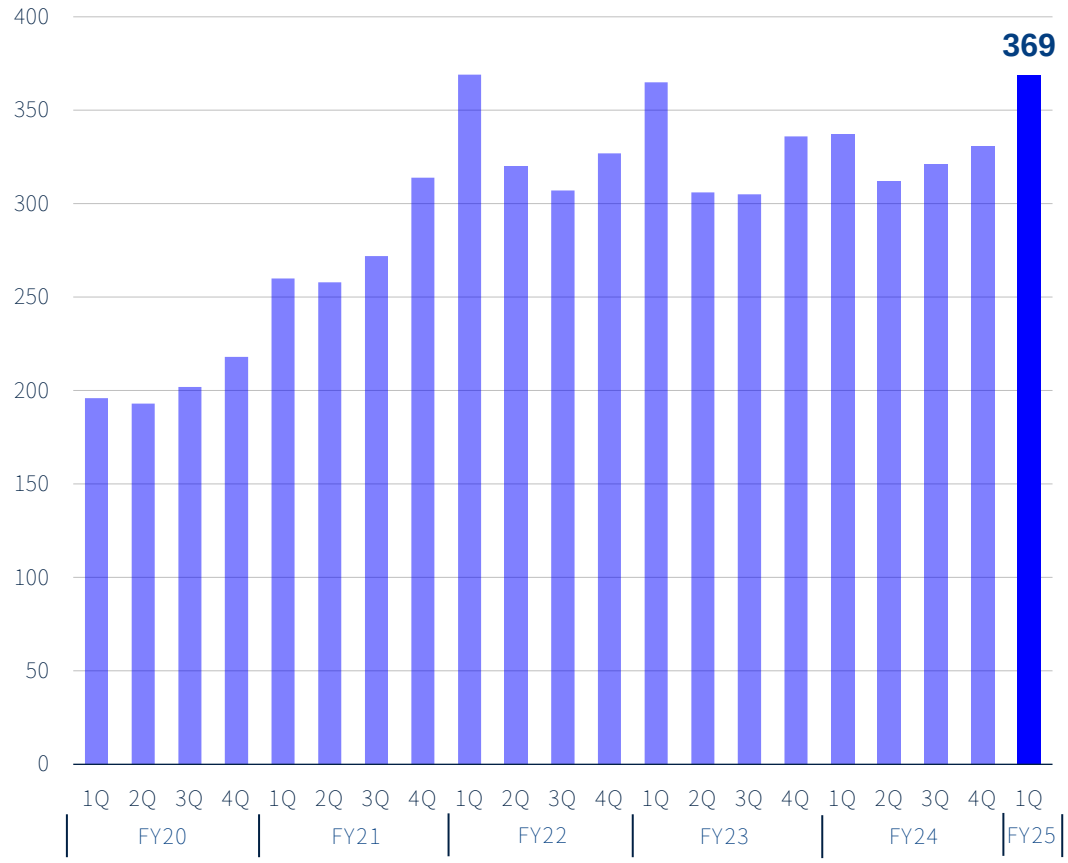
3-1. Marketing DX Business Performance

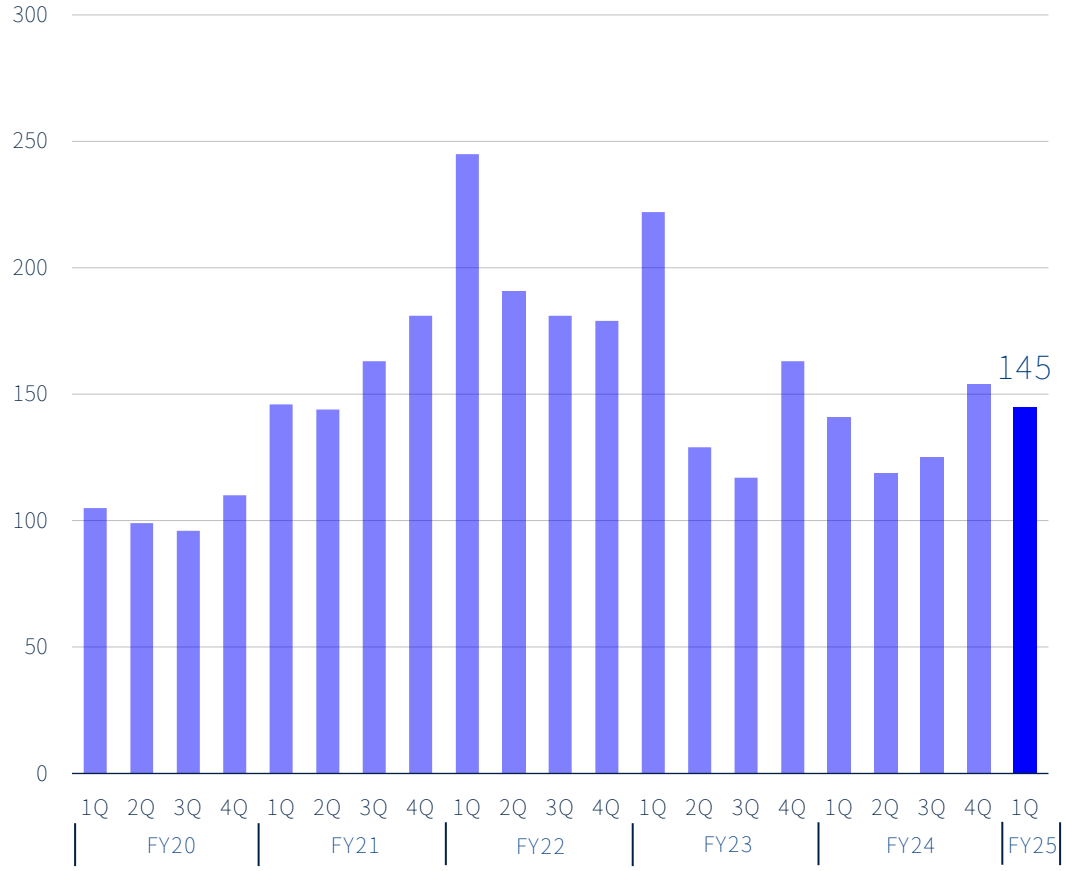
Topics

- Revenue Progress Against Full-Year Forecast: 26.3% (Exceeding Q1 Plan by +11.5%)
- Revenue exceeded expectations, coming in at +11.5% above the plan, driven by an increase in advertising projects., strong sales of SaaS tools, steady growth in average revenue per user, and solid progress in sales of the new training service.
- The total number of accounts in the Marketing DX Business increased steadily, up 10.2% YoY, driven by the rise in new customer acquisitions in online advertising.

Revenue (Unit: Million of JPY)



Operating Profit (Unit: Million of JPY)



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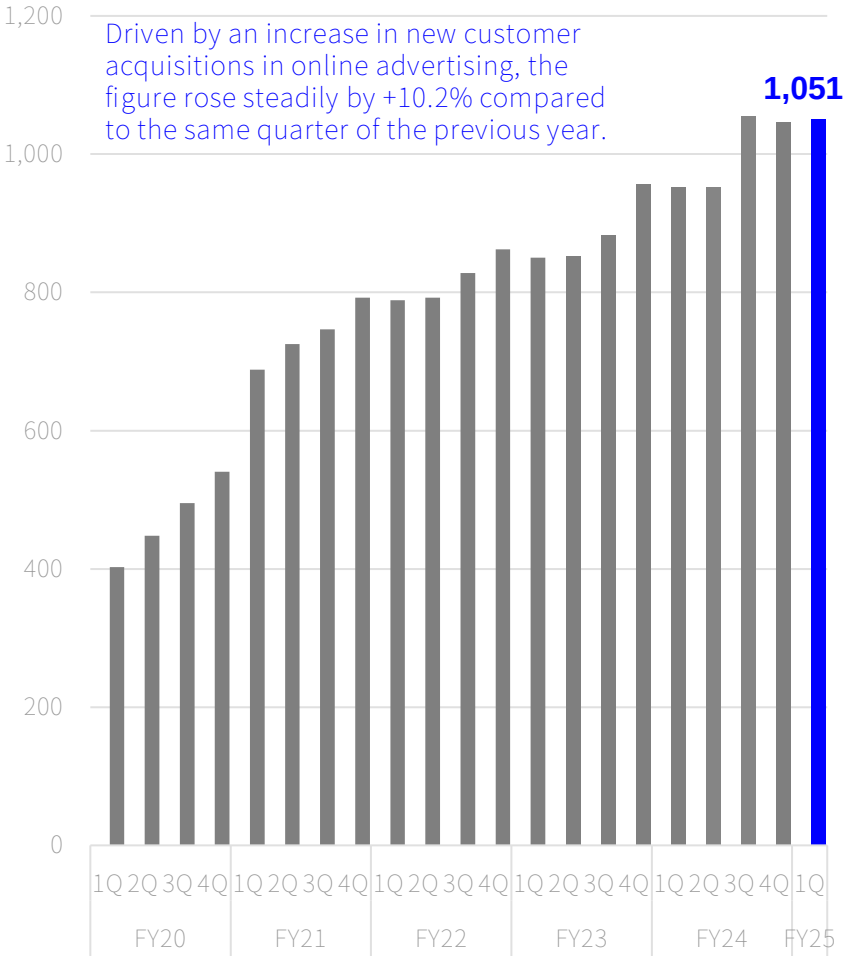
Quarterly Trends in Average Active Accounts (SaaS + Online Advertising)

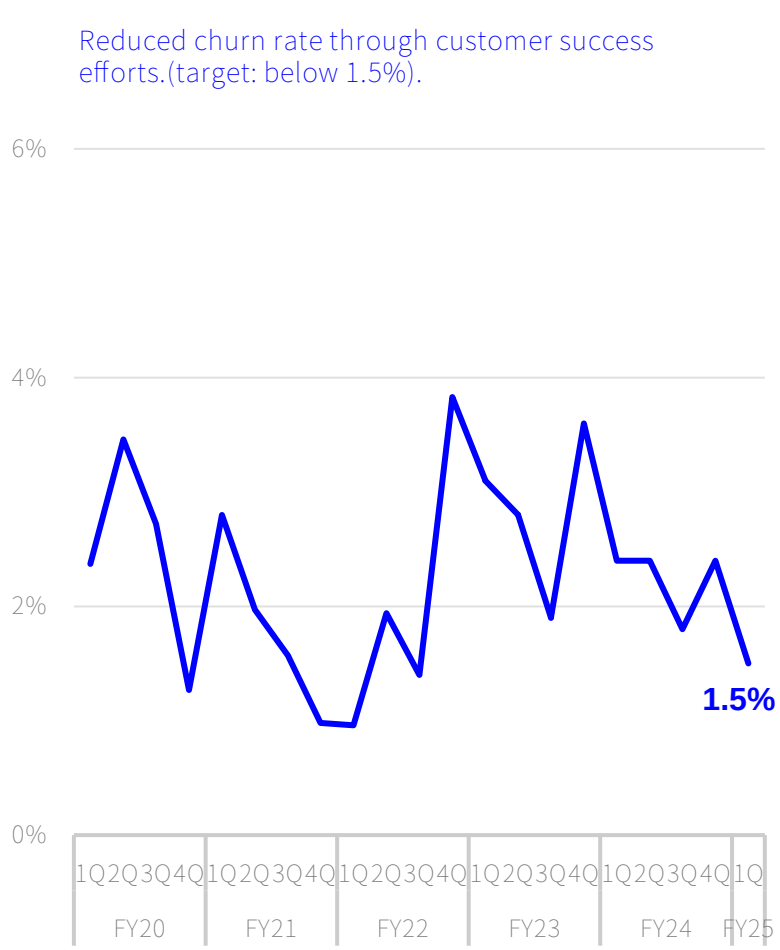
(Unit: Cases)



Definition: Total of customers from the SaaS team and the digital advertising team.

SiTest：Quarterly Trends in Average (Net Revenue Churn Rate)

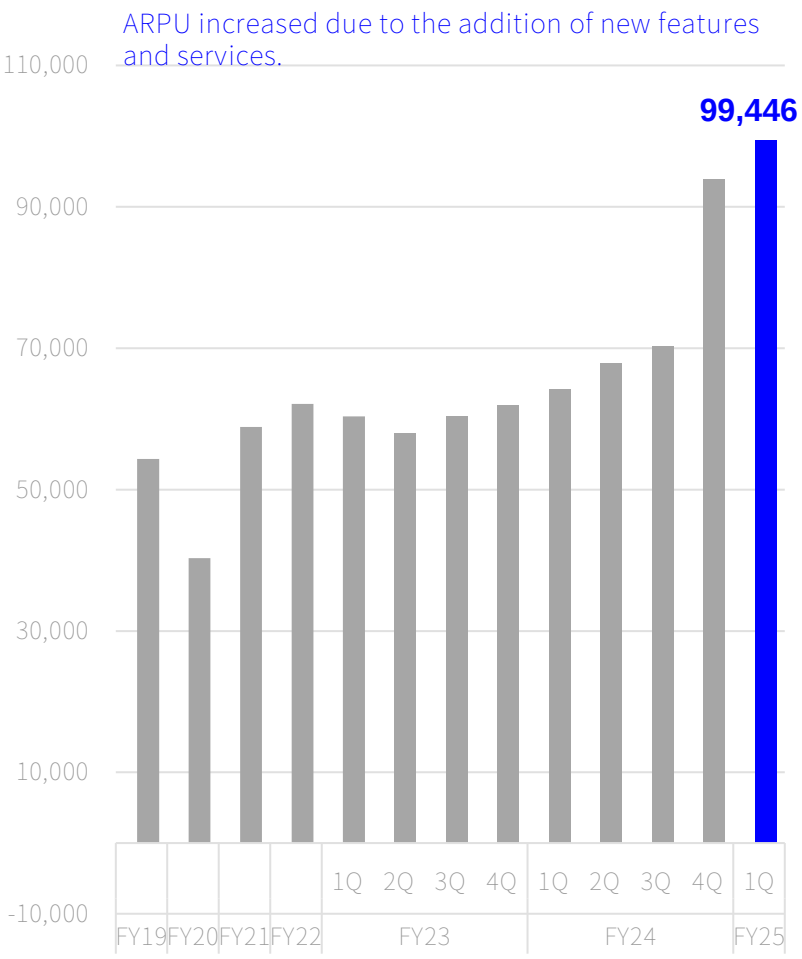
(Unit: %)



Definition: (Lost monthly recurring revenue / increased monthly recurring revenue from existing customers) / Monthly recurring revenue at the beginning of the month (end of the previous month).

SaaS：Quarterly Trends in ARPU (Average Revenue Per User)

(Unit: JPY)



Definition: Net monthly (or annual) revenue per user.

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New Service Launch

Launch of the vertical short drama production service “ Dra Vis” (Released on Feb 17)



“ Dra Vis” is a vertical short drama production service that focuses on emotional storytelling and narrative-driven content, with potential use in advertising.
It delivers compelling, short-form content designed to quickly engage viewers and effectively communicate a company’s message.
In addition to reducing advertising costs, the service helps strengthen promotional and branding efforts by fostering deeper viewer engagement and enhancing brand value.

Alliances and Collaborations

In collaboration with Nomura Securities, we launched a matching service to support the resolution of digital challenges (Released on Mar 24)

GladCube × NOMURA 野村證券

Sales representatives from Nomura Securities introduce Glad Cube’s solutions to their client companies and provide matching support for resolving digital challenges through the use of Trynibus*.
Through this collaboration, Glad Cube supports the resolution of digital issues faced by companies and will continue to strengthen its partnership with Nomura Securities while expanding its services and enhancing the value it delivers.

*Trynibus is a web-based service provided by Nomura Securities to support small and medium-sized enterprises in creating a positive cycle for business growth.

New Service Launch

Launch of the swipe-style landing page creation service “ SwiPage” (Released on Apr 15)



“ SwiPage” is a next-generation landing page solution that adopts a “swipe-style interface” optimized for user behavior, achieving both intuitive usability and high conversion rates.
It allows users to easily create swipe-style landing pages without any coding by leveraging images, videos, and more.
Equipped with a wide range of marketing features such as SEO settings, CTA pop-ups, and social media integration, SwiPage supports the enhancement of corporate marketing efforts and the long-term value of digital content.

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3-2 | Technology Business

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SPAIA Team

In-house Development of AI Powered Sports Prediction and Analysis Media

Sports AI Prediction and Analysis Media

SPAIA　SPAIA競馬　SPAIA地方競馬

Sports Data Center

DRAGON DATA CENTER powered by GladCube

Revenue Model

- Subscription by Paid Members
- Article Advertisements and Contributions
- Sale of Widgets for Live Ball Reports and Outcome Predictions
- Fees for Providing Analytical Data

DX Development Team

using AI and other digital technologies to provide innovative solutions.

Offering comprehensive support, including development design, customer sales strategies, and marketing assistance.

In-house Developed Product

Vertical AI: Vertical Video AI Conversion

In-house Service

Alibaba Cloud Billing Agency Service

Revenue Model

- Web3.0, GameFi, etc. Development
- Development of Video Analysis System with Generative AI
- Development Consulting
- System Development Costs, Business
- Project-based Marketing Support
- Generative AI training Service

UI/UX Team

SPAIA/DRAGON, Team Structure Linked with Contract Development and New Business Development

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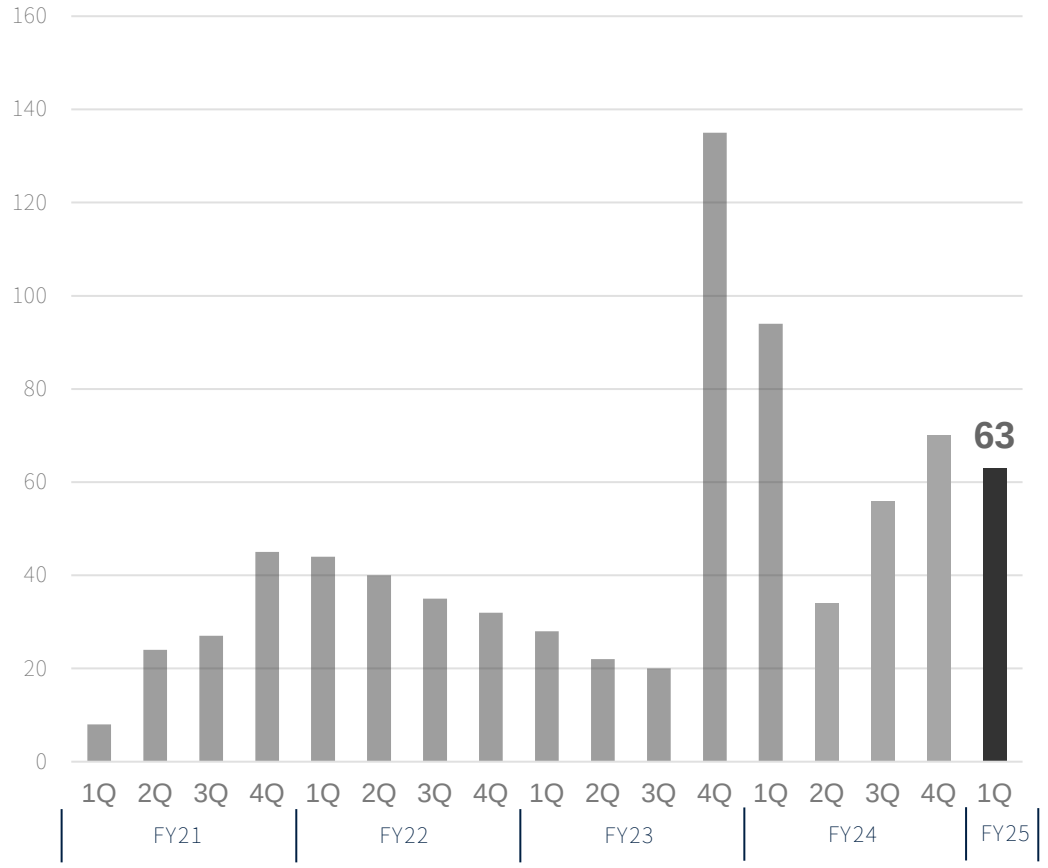
3-2. Technology Business　Performance

Topics

- Revenue Progress Against Full-Year Forecast: +16.4% (Exceeding Q1 Plan by +3.2%)
- SPAIA's brand recognition has increased through the provision of widgets to "Sports Navi" and the launch of SPAIA KEIBA content on the same platform.
  As a result, the total number of SPAIA members grew steadily to 141,000, up 10.8% YoY. These initiatives proved effective, with SPAIA's revenue significantly outperforming the plan by +26.4%.
- DX development progressed steadily with multiple commissioned projects underway. In addition to driving the release of new products and services and contributing significantly to the company's growth, the division also supported the implementation of management systems, playing a key role in promoting operational efficiency.

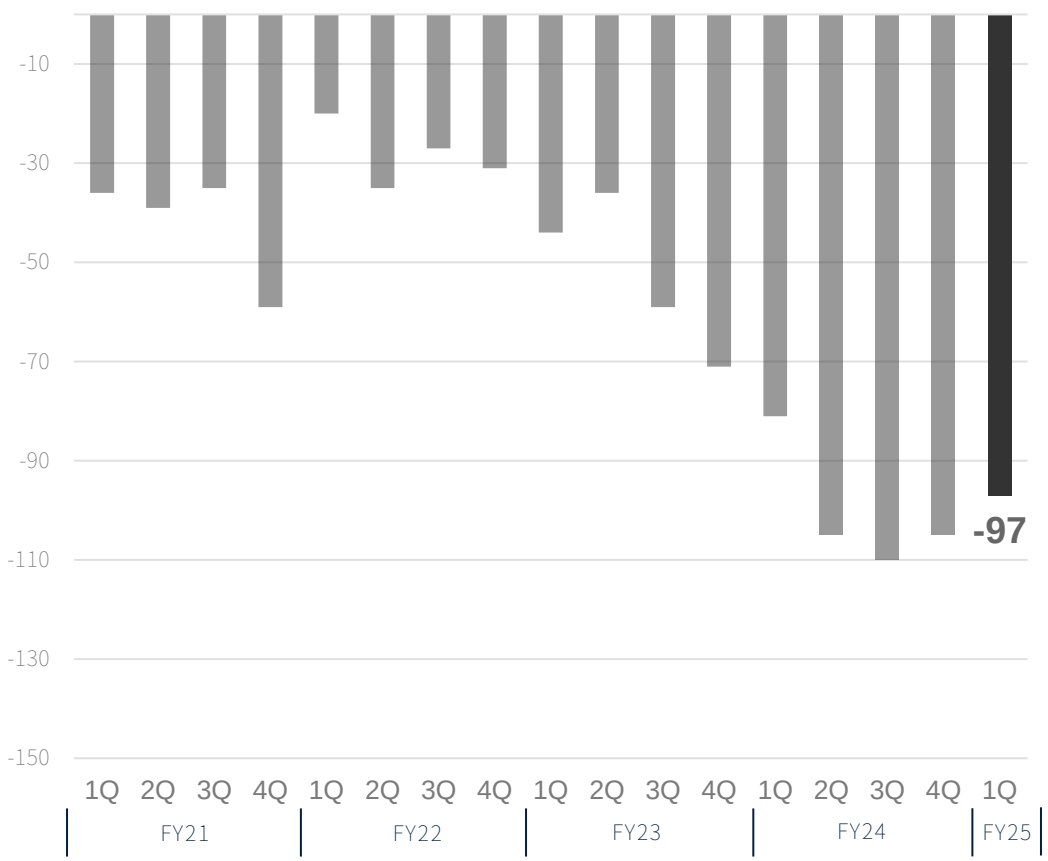
Revenue

(Unit: Million of JPY)



Operating Profit

(Unit: Million of JPY)



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3-2. Technology Business　SPAIA・SPAIA KEIBA　KPI Trends

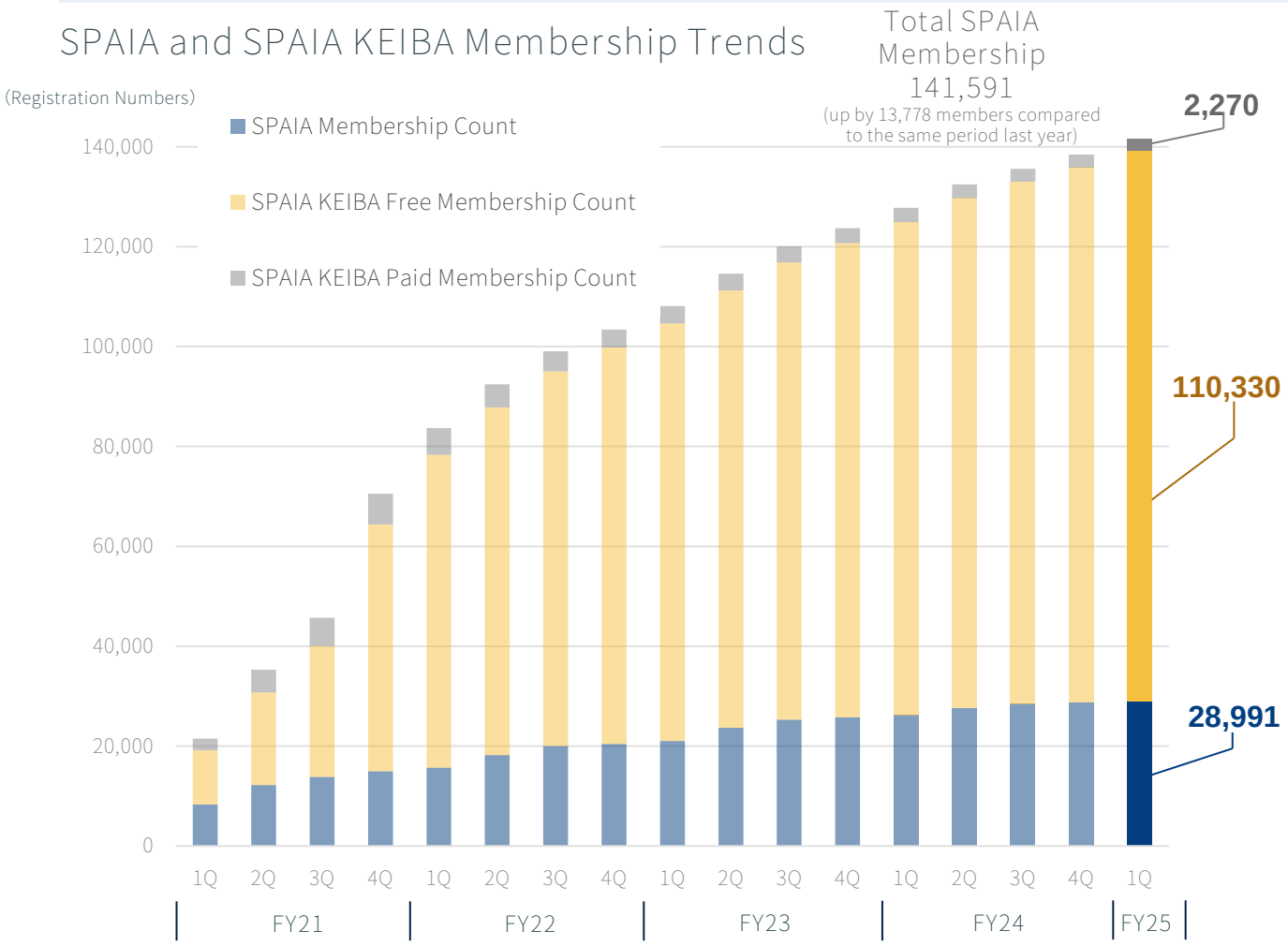
GladCube

SPAIA
SPAIA競馬
SPAIA地方競馬

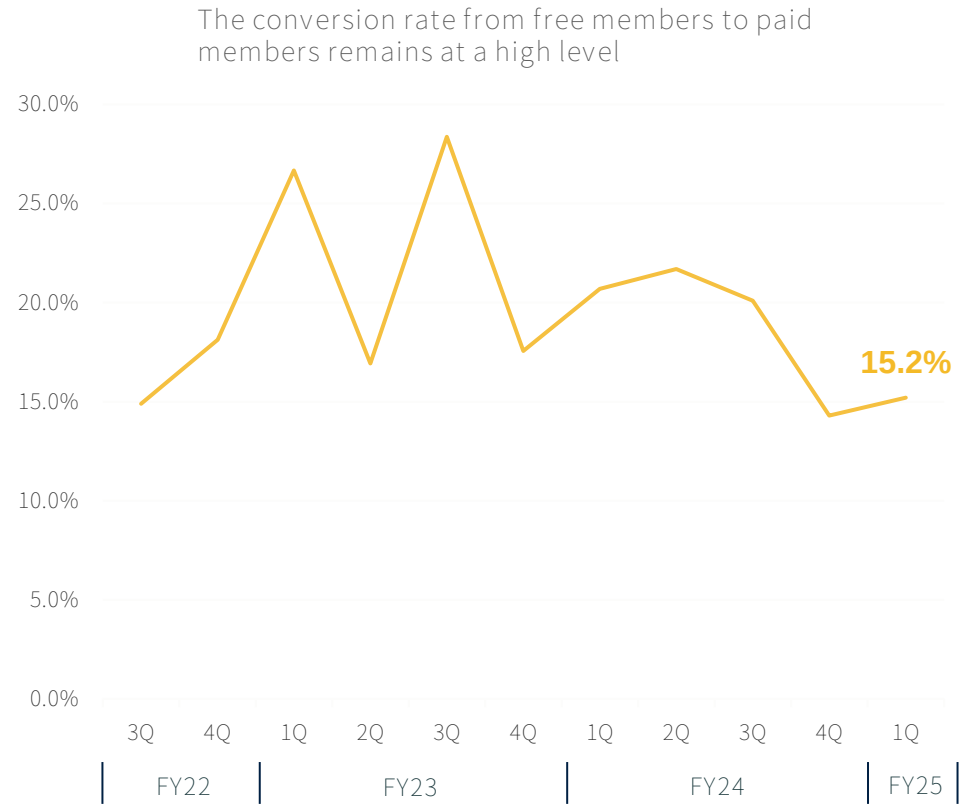
Topics

- (SPAIA) Provided the "Pitch-by-Pitch Update" widget to LINE Yahoo's "Sports Navi" platform.
- (SPAIA) Launched the professional baseball prediction content "SPAIA Challenge" in collaboration with MBS Radio.
- (SPAIA KEIBA) The paid conversion rate remained at a high level, while the acquisition of free members continued to progress steadily.
- (SPAIA KEIBA) Launched content distribution on "Sports Navi," one of Japan's largest media platforms.

SPAIA and SPAIA KEIBA Membership Trends



SPAIA KEIBA　Paid Conversion Rate



*The paid conversion rate has been calculated since Sep 2022. The paid conversion rate is presented as the average value for each quarter.

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Development and Provision of Widgets

Provided widgets to “ Sports Navi,” operated by LINE Yahoo (Released on Feb 5)

By utilizing the widget developed by Glad Cube, users on "Sports Navi" can now view real-time shot-by-shot positioning maps for curling, in addition to existing live score updates and video streaming.
Glad Cube will continue to offer new ways for users to enjoy sports through the visualization of various sports data and digital transformation (DX), contributing to the further advancement of the sports industry.

Entry into New Business Areas

Preparing Entry in the global horse racing market from the US. (Released on Feb 25)

SPAIA
Sports × AI × Analyze

We have decided to move forward with preparations to enter the global horse racing market, starting with the United States as our base of operations.
Our initial focus will be on the U.S. horse racing market, with plans to expand coverage in the near future to include horse racing in Australia, Hong Kong, France, the United Kingdom, Saudi Arabia, the UAE, and other regions around the world.
In addition, we aim to extend our business beyond horse racing and into the broader sports betting market.

Alliances and Collaborations

Commenced collaboration to expand into the multilingual generative AI service domain (Released on Apr 22)

By combining Glad Cube’s AI system development capabilities with Kotozna’s multilingual AI technology, this collaboration aims to solve the challenges of multilingual website implementation for companies and provide more efficient and high-quality solutions.
Glad Cube will offer packaged solutions that integrate its own services with multilingual AI technology, as well as embed such technology into its proprietary services. Leveraging its expertise in AI solutions, Glad Cube will support clients from the formulation to the execution of multilingual strategies.

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Alibaba Cloud

IaaS Market　Global Share
3rd Largest

Market Share
in the Asia-Pacific Region
Over 190 Countries

Number of Countries
with Active Users
No.1

Data centers (regions) located around the world, including Japan

Alibaba Cloud is the world's third-largest cloud computing service in the IaaS market and holds the No.1 market share in the Asia-Pacific region. It is used in over 190 countries worldwide.
Glad Cube has been certified as one of the few official resellers in Japan.

Core Service

Alibaba Cloud Billing Agency Service

Benefits of Using Alibaba Cloud with Our Billing Agency Service

Greater cost savings compared to direct contracts	Payments can be made via bank transfer in Japanese yen	Access to exclusive coupons available only to authorized resellers
		

・The coupons are provided by Alibaba.
・By using the billing agency service, coupons may be offered to cover server costs during the migration period or for testing purposes.

Our core service is the Billing Agency Service, which helps reduce server costs by up to 50% by providing coupons available through official resellers. This results in greater cost savings compared to direct contracts.
We also offer optional services, including system migration consulting, support for the actual migration process, and system monitoring assistance after the migration.

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4 | Growth Strategy

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Marketing DX Business

SaaS Domain, New Services

- Launch of a New SiTest Service: Video Widgets (Launched in Apr)
  Apr 21, 2025: Released "Two New Video Features Added to SiTest's No-Code Widget"
- Strengthened the sales structure for the Resnavi e-learning course
- Expanded the career support service
- Strengthened partnerships to further increase market share

Digital Advertising & Creative Domain, New Services

- Strengthened collaboration with partner companies to enhance acquisition of large-scale advertising projects
- New services in the digital marketing domain
- Reinforced creative production capabilities to maximize results for advertising clients
- New service in the creative domain: Vertical Short Drama Production Service, scheduled for launch soon (Launched in Feb)
  Released on Feb 17, 2025:
  Announcement on the Launch of the Vertical Short Drama Production Service "Dra Vis"

Creating new value by going beyond the boundaries of existing businesses and maximizing synergy across business divisions.

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Technology Business

SPAIA・UI/UX Area Domain

- Creating new domestic and international data partners to support the growth of DRAGON DATA CENTER
- Website renewal of SPAIA KEIBA (UI/UX improvements) scheduled between spring and summer 2025
- Website renewal of SPAIA Regional KEIBA (UI/UX improvements) scheduled between summer and fall 2025
- Generating new BtoB revenue streams through SPAIA KEIBA
  Feb 5, 2025: Released "Provided Pitch-by-Pitch Update Widget to LINE Yahoo's Sports Navi"
  Service launched in Feb
- Preparing to enter the international horse racing market

DX Development Domain, New Services

- Establishment of a system integration (SI) sales framework
- Strengthening the structure to support stable commissioned development
- Promoting internal system optimization and operational efficiency to improve productivity
- Development of new services using cutting-edge technologies and expansion of commissioned development
- Joint development of generative AI with major corporate groups

Establishing a foundation as a technology company to create new value through the power of “ Sports × Data × AI"

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Promotion department

Marketing DX Business

Synergy Effect ①	・Expansion of products and services	Target Companies ①	・Business analytics market domain ・Companies expected to create synergy with our business through site analysis services, etc.
Synergy Effect ②	・Expansion of customer base	Target Companies ②	・Internet advertising agencies and PR-related companies ・Companies expected to generate synergy

Innovation department

Technology Business

Synergy Effect ①	・Expansion of service areas	Target Companies ①	・Contract development companies and SES handling companies ・Companies expected to generate synergy toward realizing Web 3.0 ・DX support and DX service-providing companies
Synergy Effect ②	・Securing core resources for AI-related businesses to develop products and new services	Target Companies ②	・Next-generation services utilizing technologies like generative AI, VR (Virtual Reality), AR (Augmented Reality), NFTs, Metaverse for web services, apps, and AI-driven automated response systems (chatbots)

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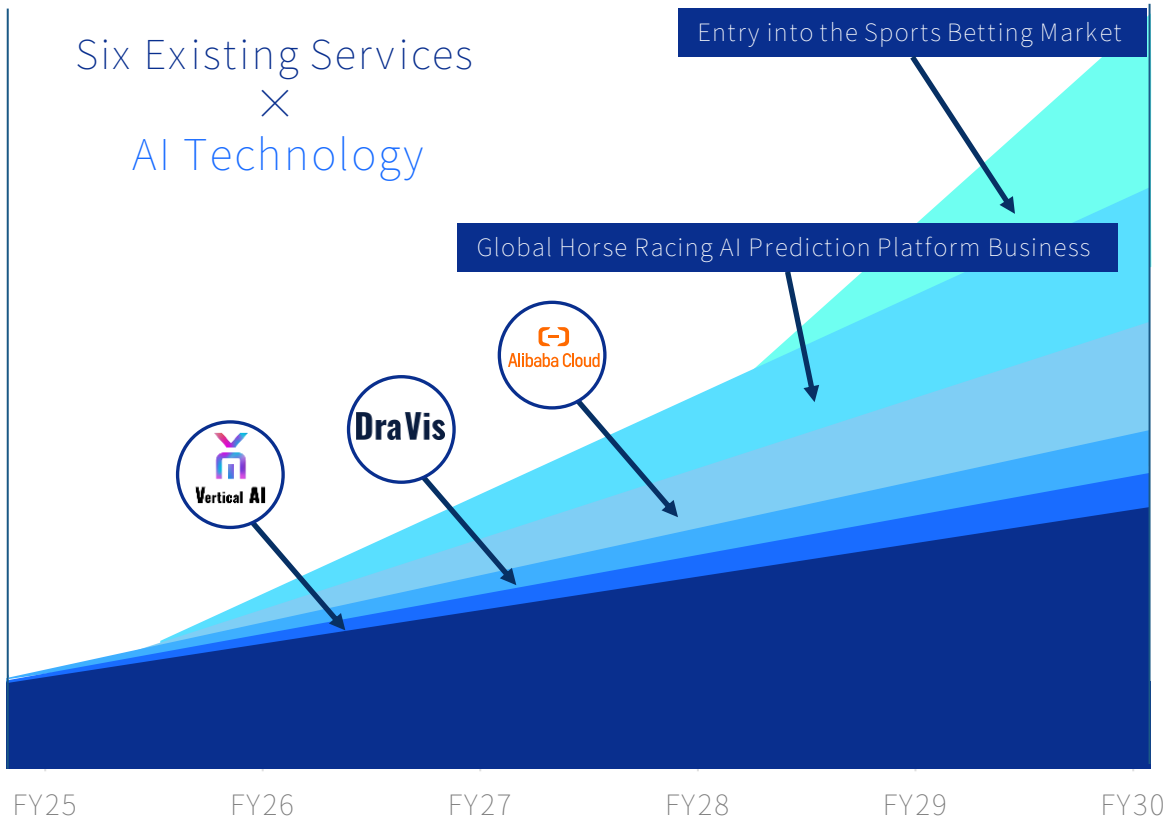
4. Growth Vision: Glad Cube's Path to Becoming a Global Leader in the AI Technology Space

Glad Cube aims to significantly enhance its corporate value by integrating innovative AI-driven products into the six business domains it has cultivated to date: Internet Advertising, SaaS, Human Resource Support (Resnavi), SPAIA, DX Development, and Alibaba Cloud Services.
By placing AI technology at the core of its business growth, Glad Cube will accelerate aggressive domestic and international expansion, establishing a strong presence in the global market. Through the application of AI in high-growth sectors, the company is committed to achieving sustainable growth.
With a focus on technological innovation and the pursuit of new business opportunities, Glad Cube will continue to create new markets and deliver long-term value worldwide as a leading company in AI technology.



Entry into the Sports Betting Market
* Scheduled for future release
Collecting data from a wide range of sports and utilizing AI technology to process it into deliverables tailored to corporate needs, then providing these outputs to sports betting-related companies around the world.

Global Horse Racing AI Prediction Platform Business
* Scheduled for future release
Combining advanced AI technology with deep expertise in horse racing, we are developing a proprietary horse racing prediction AI using a custom LLM and providing it to overseas-related companies.

Alibaba Cloud Service
As a new high-recurring-revenue business, we provide high-value-added services such as Alibaba Cloud implementation support, technical assistance, and operational maintenance.

Dra Vis
A service that produces vertical short dramas using AI technology, with a focus on storytelling and emotional appeal.

Vertical AI
A service that automatically converts horizontal videos into native vertical videos using AI technology.

Note: The mid- to long-term growth vision represents a management objective and does not imply a specific timeline for realization, nor does it guarantee actual outcomes.

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5 Appendix

Financial Results for 1Q FY2025 （P/L・B/S）	P.30～P.31
Human resources　Number of Employees	P.32
Human resources　Commitment to ESG Initiatives	P.33

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5. Financial Results for 1Q FY2025 (PL)

(Million of JPY)	Dec 2024 1Q	Dec 2025 1Q	YoY Change in Amount	YoY Rate of Change	Full-Year Forecast	Progress Rate
Revenue	431	432	0	0.2%	1,791	24.1%
Gross Profit	346	297	-48	-14.0%	1,299	22.9%
(Profit Margin)	80.2%	68.9%	-11.4%		72.5%	
Selling and General Administrative Expenses	366	314	-52	-14.3%	1,347	
Operating Profit	-20	-16	4	—	-47	—
(Profit Margin)	—	—	—		—	
Ordinary Profit	-22	-18	4	—	-61	—
(Profit Margin)	—	—	—		—	
Net Profit for the Period	-20	-18	2	—	-62	—

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(Million of JPY)	Dec 2025 1Q	End of FY2024 (Dec)
Current Assets	**2,070**	2,308
Cash and Deposits	**1,389**	1,661
Accounts Receivable	**513**	415
Advances Paid	**163**	160
Others	**4**	71
Fixed assets	**253**	259
Tangible Fixed Assets	**30**	32
Intangible Fixed Assets	**68**	68
Investments and Other Assets	**155**	159
Deferred Assets	**1**	2
Total Assets	**2,326**	2,570

(Million of JPY)	Dec 2025 1Q	End of FY2024 (Dec)
Current Liabilities	**1,112**	1,265
Accounts Payable	**428**	407
Current Portion of Long-Term Debt, etc.	**268**	272
Accrued Liabilities	**95**	120
Others	**321**	464
Fixed Liabilities	**479**	555
Total Liabilities	**1,592**	1,820
Total Net Assets	**733**	750
Total Liabilities and Net Assets	**2,326**	2,570

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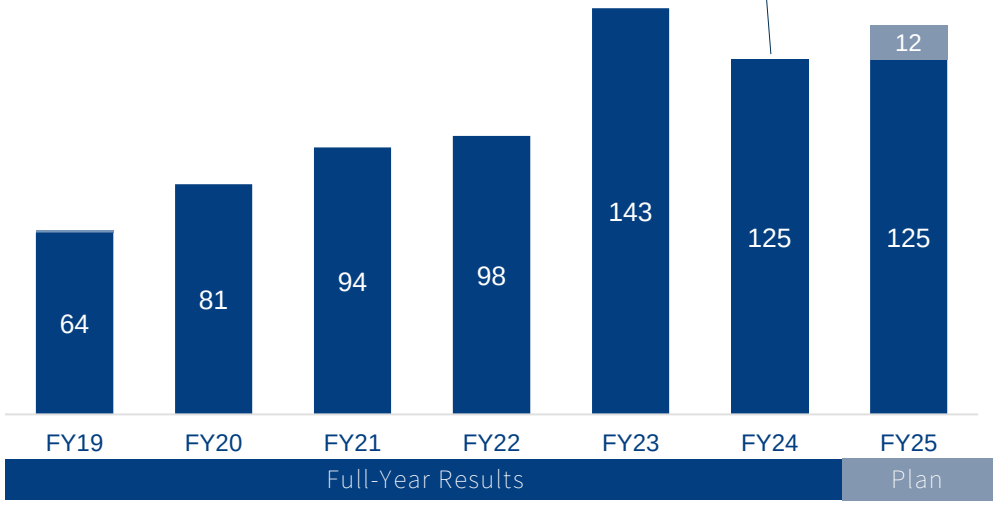
5. Human resources Number of Employees

Trend in Employees (Regular Employees Only)

The reduction in personnel was mainly due to the elimination of some unprofitable businesses.



As of the end of Mar 2025, the number of employees stood at 118, compared to the FY2025 target of 137.
(This includes 2 new hires as of the end of Mar and 4 accepted job offers, excluding new graduates.)

FY25 Recruitment Progress (Regular Employees Only)

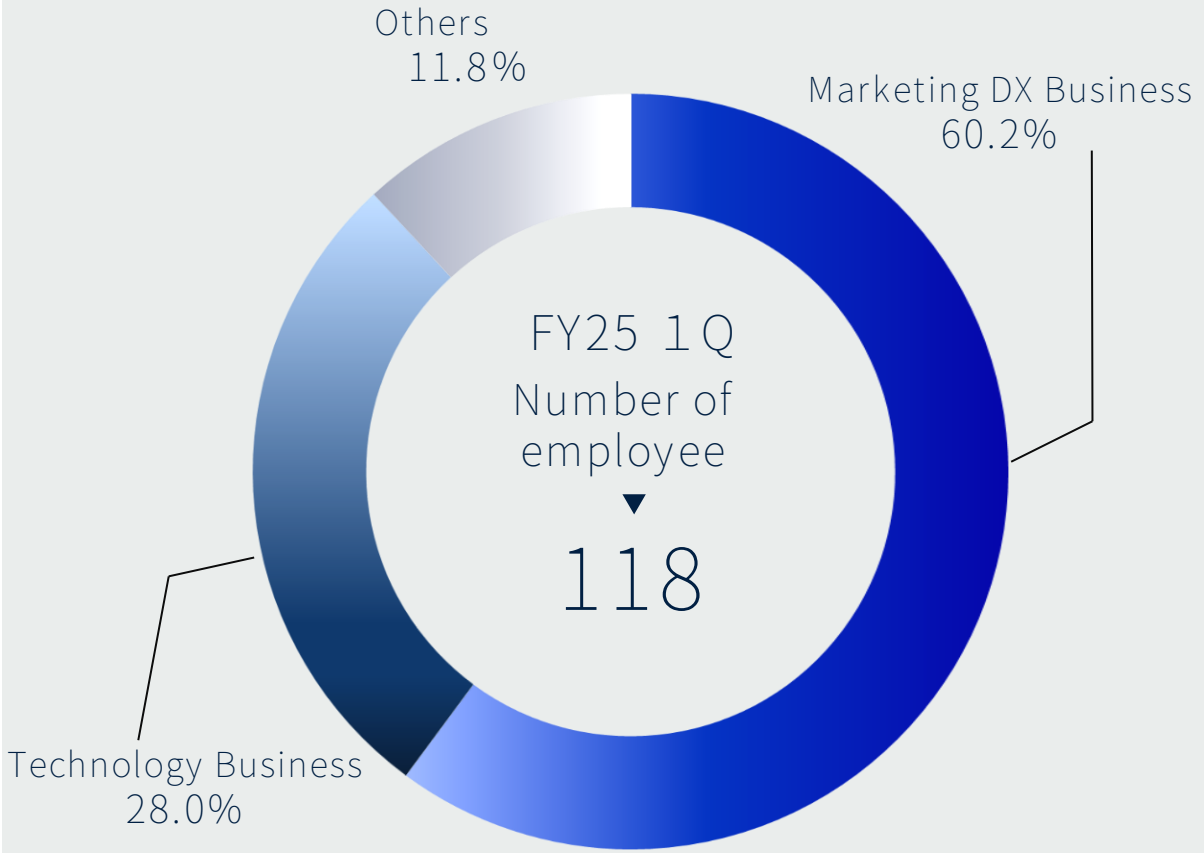
Joined in Apr	6	(New graduates: 5, Corporate Strategy Division: 1)
Joined in May	1	(Corporate Planning Division: 1)
Joined after Jun	2	(Promotion Headquarters Division: 2)

Retirement Rate

FY 2022	23.0%
FY 2023	20.5%
FY 2024	25.2%
FY 2025	10.7%

In addition to being part of an industry with high employee mobility, organizational restructuring led to some talent outflow. However, we are actively implementing measures to improve employee satisfaction, including reviewing our benefits and compensation structures.

Personnel Composition



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Vision

Eliminating discrimination based on factors such as age, gender, nationality, and educational background to embody 21st-century management

Our Goals

We have formulated an action plan for general employers based on the Act on Promotion of Women's Participation and Advancement in the Workplace

To establish an employment environment where women can further thrive, we are formulating a general action plan for business owners for the four-year period from Apr 1, 2022, to Dec 31, 2026.

1. To achieve a female executive ratio of 30% or higher

2. We disseminate information about various systems such as childcare leave under the Childcare and Family Care Leave Law, childcare leave benefits under the Employment Insurance Law, and maternity leave under the Labor Insurance Law. Additionally, we are building a support system for work-life balance support programs

Status of Women's Participation

At the end of Mar 2025

Ratio of Female Executives	33.0%
Ratio of Full-Time Female Executives	60.0%
Ratio of Female Regular Employees	33.9%
Ratio of Female Managers (Breakdown of Managerial Positions)	25.0%
Ratio of Female Managers (equivalent to department managers)	28.5%
Ratio of Female Leaders (equivalent to section managers)	40.0%

*Although leadership positions are not classified as "managerial supervisors" under labor laws, they are considered "management positions" as they involve overseeing teams.

Maternity Leave Usage Rate

Female Employees	100.0%
Male Employees	50.0%

*For female employees, the rate is calculated by dividing the number of employees who took maternity leave or similar leave by the number of employees who gave birth. For male employees, the rate is calculated by dividing the number of male employees by the number of male employees whose spouses gave birth.

In the "Osaka City Women's Empowerment Leading Company" certification program implemented by Osaka City, our company was awarded the highest rank of three stars as of Sep 1, 2023.
We were also honored with the "Excellence Award" in the Small and Medium-Sized Enterprise Category of the 2025 Osaka City Women's Empowerment Leading Company Mayor's Awards.

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